

fashion/calendar

Ruth Finley, Publisher / a weekly publication / 22nd year

8 East 77th St./New York 21, N. Y./TR 9-2343/ SEPT. 24, 1962

1962

january

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december

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, SEPTEMBER 21, 1962</u>			
Thursday Sept. 20 9:30 A.M. Coffee	PRESS PREVIEW OF FUR FASHIONS Preview for press of Georges Kaplan's Fall-Winter fur fashions; also, premiere showing of two new furs. By invitation. (For Release, Friday, Sept. 21.) Contact: Miss Gudrun Hoerig, CI. 6-3416.	GEORGES KAPLAN	730 FIFTH AVENUE ARCADE
Thursday Sept. 20 10:30 A.M.	OPENING OF RESORT COLLECTION One showing only, by appointment. Contact: Marta Schreiber or Myra de Francesca, LA. 4-8490.	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday Sept. 20 10:30 A.M.	OPENING OF RESORT COLLECTION Showings at 10:30, Sept. 20, 25, 26, Oct. 2, 4. Contact: Jean Palitz, WI. 7-6865.	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Thursday Sept. 20 12:30 P.M. Luncheon	IMPORTED READY-TO- WEAR FASHION SHOW Macy's "made-in" collection of ready-to-wear from Europe during luncheon. Press by invitation. Public by reservation. Contact: Banquet Dept., PL. 9-3000. Macy Publicity: Stephanie Horton, OX. 5-4400. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.	MACY'S NEW YORK	HOTEL PLAZA GRAND BALLROOM
Thursday Sept. 20 1:15 P.M.	OPENING: HOLIDAY- RESORT COLLECTION Sylvia Kaplan's dresses and ensembles for daytime and late-day. There- after Sept. 25 and Oct. 2 at 1:15. Contact: Miss Fritz, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Sept. 20 1:15 P.M.	RESORT AND HOLIDAY COLLECTION Showing of afternoon, cocktail, and evening fashions Sept. 20, 25, 26, 27 at 1:15 P.M. By appointment. Contact: Lucile Gordon, LO. 5-2727.	GOTHE (DAVID GOTTLIEB, INC.)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday Sept. 20 2:00 P.M.	READY-TO-WEAR FALL MILLINERY Hattie Carnegie exclusive ready-to-wear and special order retail millinery. By invitation. Publicity: Jeri Amstel, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET SALON
Thursday Sept. 20 2:30 P.M.	OPENING OF RESORT COLLECTION Two showings: Sept. 20 and 27 at 2:30 P.M. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Thursday Sept. 20 3:00 P.M.	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Preview of Fall-Winter fur fashions. By invitation. Contact: Joseph J. Davis, CI. 5-0322. Publicity: Alan McGeehan at Rasponi Assoc., TE. 8-8171.	REISS & FABRIZIO	6 WEST 57TH STREET SALON - 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 20 4:00 P.M. Cocktails	OPENING: HOLIDAY- CRUISE COLLECTION Designed by Celia Phillips and Elinor Simmons. By invitation. Thereafter Sept. 25 and 27 at 4:00 P.M. Contact: Marion Auley, LA. 4-7690.	FRANK STARR ORIGINALS	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday Sept. 20 4:15 P.M. Cocktails	PREVIEW OF SWIMWEAR AND PLAYWEAR Preview of women's swimwear and playwear, 1963. By invitation. Contact: Barbara Renning (buyers). Publicity: Kathy Russo, OX. 7-0811.	JANTZEN, INC.	SHERATON-EAST HOTEL BALLROOM
Friday Sept. 21 11:30 A.M.	PRESS PREVIEW: MADE- TO-ORDER FUR FASHIONS Press preview of Fall-Winter made-to-order furs, designed by Emeric Partos. By invitation. (<u>For Release, Mon., Sept. 24.</u>) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR FUR SALON
Friday Sept. 21 12:00 Noon	OPENING OF RESORT COLLECTION Paul Blumenstein's Resort collection. By reservation. Contact: WI.7-0152.	PAUL BLUMENSTEIN	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Friday Sept. 21 2:30 P.M.	PREVIEW: SYLVAN RICH AND JERRY PARNIS "North-South" collections by Sylvan Rich for Martini and Jerry Parnis for Miss Martini. Also showing Mon., Sept. 24 at 2:30. By appointment. Contact: Eli Lehrman, LO. 4-0616.	MARTINI DESIGNED; & MISS MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
<u>WEEK BEGINNING SUNDAY, SEPTEMBER 23, 1962</u>			
Sunday Sept. 23 1:30 P.M. Brunch	FALL COATS & SUITS DURING BRUNCH Fall coats and suits, available at Lord & Taylor. Millinery--John Frederics. Reservations--\$4.00; contact: Mr. Gabriel, CI. 6-7700. Publicity: Peggy Cantor Associates, 30 East 37th Street, MU. 9-8542.	DAVE BELLISEY (BELLICIANO)	HAMPSHIRE HOUSE FOUNTAIN ROOM
Sunday Sept. 23 8:45 P.M.	PREMIERE: BENEFIT PERFORMANCE The Philharmonic, under the direction of Leonard Bernstein, for benefit of The Lincoln Center will include Columbus Boychoir, Juilliard Chorus and Schola Cantorum of N.Y. Tickets: \$100.00 per person. Publicity: John W. McNulty, JU. 2-7171.	LINCOLN CENTER FOR THE PERFORMING ARTS	PHILHARMONIC HALL 10 COLUMBUS CIRCLE
Monday Sept. 24 9:30 A.M. Coffee	PRESS PREVIEW: FALL AND WINTER FURS Preview of Fall and Winter fur collection. <u>Show at 10:00.</u> By invitation. (<u>Note Change Of Date.</u>) Contact: Mrs. S.K. Steffan, CI. 7-1388. Publicity: Vera Bacal, PL. 3-8421.	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON
Monday Sept. 24 10:00 A.M.- 4:00 P.M.	THREE SHOWINGS OF 1963 SWIMWEAR Three showings of Darlene swimwear: <u>10:00 A.M., 12:30, and 3:00 P.M.(Buffet)</u> By invitation. Contact: Irving Busch, BR. 9-9400.	DARLENE KNITWEAR, INC. (350 FIFTH AVENUE)	SAVOY-HILTON HOTEL FRENCH SUITE
Monday Sept. 24 10:30 A.M.	OPENING: HOLIDAY- RESORT COLLECTION Showings of Seymour Jacobson's Holiday-Resort collection, Mon., Sept. 24 through Fri., Sept. 28 at 10:30. Contact: Leroy Grayson, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR

RESORT AND HOLIDAY READY-TO-WEAR TIME TABLE, WEEK OF SEPTEMBER 24

("O" REFERS TO OPENING; "P" PREVIEW OR PRESS SHOW; "*" INDICATES SHOWING FRIDAY)
For more details, refer to specific listings in current and previous issues.

MONDAY, SEPT. 24	TUESDAY, SEPT. 25	WEDNESDAY, SEPT. 26	THURSDAY, SEPT. 27
10:00	Ben Reig Adele Simpson		
10:30 Seymour Jacobson	Seymour Jacobson Herbert Sondheim(O) Pattullo-J.Copeland Rudolf Hattie Carnegie(O)	Seymour Jacobson Herbert Sondheim Pattullo-J.Copeland Rudolf Jane Derby	*Seymour Jacobson *Pattullo-J.Copeland Hattie Carnegie
11:30	Mignon		
12:00	Talmack Harold Levine		Talmack
1:00	Hannah Troy		
1:15	Gothie Nat Kaplan	Gothie	Gothie
2:00	Rappi		
2:30 Martini Designed; Miss Martini	Ceill Chapman	Ceill Chapman David Crystal- Suits(P) Christian Dior-N.Y.	Ceill Chapman David Crystal- Dresses(P) Branell *Trigere(O)
4:00	Frank Starr Samuel Winston	Harmay	Frank Starr Samuel Winston
4:15 Maurice Rentner			

Monday Sept. 24 PERSONAL APPEARANCE ROAMAN'S 20 WEST 39TH STREET
OF STYLIST
11:00 A.M.- Mrs. Evelyn Roaman, stylist for large and half size women's fashions will
4:00 P.M. appear in person. Also Wed., Sept. 19 at 1209 Chestnut St., Phila.; Mon.,
Oct. 1 at 40 Winter St., Boston. Contact: Mary Wagner, OX. 9-8600.

Sept. 24 COLE OF CALIFORNIA--Buyers' preview at 4:00 P.M.

Beginning Monday Sept. 24 HOLIDAY AND CRUISE ARBE ORIGINALS, INC. 498 SEVENTH AVENUE
COLLECTION SHOWROOM - 11TH FLOOR
Continuous showings of cashmere coordinates and boutique separates,
designed by Dorothy Arden. Contact: CH. 4-2370. Publicity: Mathews-
Latham, MU. 5-7907.

Beginning Monday Sept. 24 CRUISE-SPRING JERNAT OF ITALY (DIV. 1407 BROADWAY
ITALIAN KNITWEAR OF HECHT & BIERN, INC.) SHOWROOM - 9TH FLOOR
Continuous daily showings of Cruise-Spring knitwear in two and three piece
ensembles, coats, and dresses designed by Renee Karel, and hand-fashioned
by Jernat's mill in Italy. Contact: Ben Rodney, WI. 7-9724.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Sept. 24	OPENING: RESORT AND SWIMWEAR COLLECTION Informal showings of swimwear for Resort-Summer, 1963. By appointment. Contact: (Buyers) Helene Cohen, OX. 5-8190; (Press) Margaret Larson at Bell & Stanton, 441 Lexington Avenue, YU. 6-1250.	MAIDENFORM, INC.	1407 BROADWAY SHOWROOM - 6TH FLOOR
Sept. 25	SAKS FIFTH AVENUE RELEASE DATE--Louis Feraud collection. (No Show)		
Tuesday Sept. 25 10:30 A.M.	RESORT AND EARLY SPRING COLLECTION Two showings: Sept. 25 and 27 at 10:30 A.M. By invitation. Contact: Sally Wolf, OX. 5-3091.	HATTIE CARNEGIE	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday Sept. 25 10:30 A.M.	OPENING OF RESORT COLLECTION Herbert Sondheim's Resort collection, designed by Sara Ripault, Sept. 25 and 26 at 10:30 A.M. By appointment only. Contact: LA. 4-7540. Publicity: Barbara Kling, PL. 3-1709.	HERBERT SONDHEIM, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Sept. 25 11:00 A.M.- 4:00 P.M.	CUSTOMER SHOWING: FALL COAT FASHIONS Also showing Wed., Sept. 26 from 11:00 A.M.-4:00 P.M. Publicity: Jeri Amstel, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET SALON - 2ND FLOOR
Tuesday Sept. 25 12:00 Noon- 4:00 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON Resort, Fall, and ski fashions by Christian Dior, N.Y., available at Bonwit Teller. For benefit of St. Barnabas Hospital. Show at 2:45 P.M. Reservations--\$5.00; contact: Mrs. Betty Merrill, CY. 5-2000. Dior Contact: Mary McFadden, LO. 4-9220.	CHRISTIAN DIOR, N.Y. (498 SEVENTH AVE.)	HOTEL PLAZA BALLROOM
Tuesday Sept. 25 12:00 Noon	OPENING: HOLIDAY- RESORT COLLECTION Showing of Holiday-Resort collection, designed by John Moore, Sept. 25 and 27 at 12:00 Noon. Contact: Joan Holland, BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday Sept. 25 1:00 P.M. Luncheon	SHOWING OF FASHIONS BY LEADING DESIGNERS "The American Look"--showing of fashions by leading designers to visitors from fifty-six countries. Show at 2:15 P.M. By invitation. Contact: Tony Hughes, MU. 4-3410. Producers: Louise McGann and Edith Berke at Fashion Coordinators, LI. 4-2166.	EIGHTH INTERNATIONAL CONGRESS OF ACCOUNTANTS	WALDORF-ASTORIA BALLROOM
Tuesday Sept. 25 2:00 P.M.; 6:00 P.M.	FALL-WINTER CUSTOM- ORDER FASHIONS Martier-Raymond's Fall-Winter custom order collection at two showings, 2:00 and 6:00. (<u>Note Change Of Date.</u>) By invitation. Contact: Mr. Raymond, PL. 3-0020.	MARTIER-RAYMOND	13 WEST 57TH STREET SALON - 2ND FLOOR
Tuesday Sept. 25 3:00 P.M.	PRESS PREVIEW: FALL- WINTER COLLECTION Preview of Elizabeth Arden's Fall-Winter collection, designed for her in Paris by leading couturiers. By invitation. (<u>For Release, Thursday, Sept. 27.</u>) Publicity: Alan McGeehan at Rasponi Assoc., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 25 3:30 P.M. Cocktails	PREVIEW: RESORT AND SUMMER SWIMSUITS Preview for press and buyers of Roxanne's 1963 swimsuit collection. Showing at 4:00 P.M. By invitation. Contact: Billie Pollack at Ashe and Engelmores, 244 Madison Avenue, MU. 3-0950.	ROXANNE SWIMSUITS CO. (1407 BROADWAY)	SHERATON-EAST HOTEL BALLROOM
Tuesday Sept. 25 5:00 P.M. Cocktails	PREVIEW: MEN'S SWIM AND BEACH FASHIONS "Jantzen Men's Smoker"--Spring and Summer showing of men's swimwear and playclothes. By invitation. Publicity: Kathy Russo, OX. 7-0811.	JANTZEN, INC.	21 CLUB (21 W. 52ND ST.) HUNT ROOM
Tuesday Sept. 25 6:00 P.M.- 8:00 P.M.	BENEFIT PREVIEW FOR NEW YORK CITY BALLET "Romance Everlasting"--Storewide presentation of European imports at a benefit preview for the New York City Ballet. Tickets: \$5.00. (For Release, Wed., Sept. 26.) By invitation. Publ.: Louise Langdon, EL. 5-6400.	BLOOMINGDALE'S	THROUGHOUT STORE
Tuesday Sept. 25 6:30 P.M.- 9:00 P.M.	SECOND SESSION OF FASHION CAREER COURSE Subject: "Fabrics." Speakers: Melba Hobson, Mr. Gee, Inc.; Stephanie Cartwright, Couture Fabrics Ltd.; Eve Orton, "Harper's Bazaar"; Carolyn Schnurer, J.P. Stevens & Co. Individual session: \$2.75 each. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	UNITED ENGINEERING CENTER (345 E. 47TH ST.)
Beginning Tuesday Sept. 25	OPENING: HOLIDAY AND RESORT COLLECTION Continuous daily showings of Holiday-Resort collection, designed by Shannon Rodgers. Contact: CH. 4-4940.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Tuesday Sept. 25	SWIMWEAR AND PLAY- CLOTHES FOR 1963 Continuous showings of Sea Nymph swimwear; also premiere collection of Mr. Jordan's playclothes. Contact: Mr. Angelo, WI. 7-6700.	SEA NYMPH SWIM SUITS; MR. JORDAN	1410 BROADWAY SHOWROOM - 22ND FLOOR
Wednesday Sept. 26 8:30 A.M. Breakfast	PRESS-BUYER FASHION PREVIEW Advance showing of Fair-Tex knits in Creslan acrylic fiber by leading manufacturers for Spring and Summer selling. By invitation. Publicity: Dorothy Ashton, PL. 3-7385.	AMERICAN CYANAMID CO.	500 CLUB 500 SEVENTH AVENUE
Wednesday Sept. 26 12:30 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS "Fashion Show Of The Month"--Philip Hulitar's Fall fashions, available at De Pinna. Rummage donation for Girls' Club of N.Y. Thrift Shop. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 5-1000. Fashion Show Director: Mary Alice Rice, PL. 2-5726.	PHILIP HULITAR, INC. (530 SEVENTH AVE.)	SHERATON-EAST HOTEL BALLROOM
Wednesday Sept. 26 12:30 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS Air France will sponsor a fashion show by Teal Traina. Gifts: Cabochard by Parfum Gres. Door prizes: Georg Jensen and Monet. Press by invitation. Public by reservation--\$4.75; contact: "Headwaiter," EL. 5-3000. Waldorf Fashion Publ.: Ann Walsh. Coordinator and Commentator: Phyllis Youngheart, PL. 1-0752.	TEAL TRAINA (550 SEVENTH AVE.)	WALDORF-ASTORIA EMPIRE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 26 2:30 P.M. Cocktails	PREVIEW OF RESORT AND SPRING SUITS For press and resident buyers, by invitation. Continuous beginning Monday, Oct. 1. Publicity: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday Sept. 26 2:30 P.M.	FALL AND WINTER FUR COLLECTION Bonwit Teller's showing of the James Terence Brady fur collection. For press and customers, by invitation. Publicity: Rea Lubar, EL. 5-6800.	BONWIT TELLER	2ND FLOOR FUR SALON
Wednesday Sept. 26 4:00 P.M. Cocktails	PRESS PREVIEW: SWIMWEAR, 1963 Collection of swimsuits for 1963, designed by Oleg Cassini for Peter Pan Swimwear International. For press only, by invitation. Publicity: Sandy Waldman, LA. 4-7812 or LE. 2-5400.	PETER PAN SWIMWEAR INTERNATIONAL	1407 BROADWAY SHOWROOM - SUITE 913
Wednesday Sept. 26 4:30 P.M. Cocktails	PREMIERE: COUTURE FASHIONS FROM ISRAEL Resort and Spring daytime and evening fashions from Israel, including sportswear and furs. By invitation. Publicity: Amy Blaisdell, EL. 5-2100.	MASKIT OF ISRAEL LTD.	HELENA RUBINSTEIN LITTLE THEATRE (655 FIFTH)
Sept. 27	ELIZABETH ARDEN'S RELEASE DATE--Paris fashions. Preview Sept. 25 (See Pg.4)		
Thursday Sept. 27 12:00 Noon Luncheon	FIFTEENTH ANNIVERSARY LUNCHEON MEETING Guest Speaker: J. Edward Davidson, Chmn. of Board, Bloomingdale's. Prices: \$6.50, members; \$7.50, guests. Contact: Josephine Brush, TE. 8-5133.	NAT'L HOME FASHIONS LEAGUE (767 LEX.AVE.)	HOTEL PIERRE BALLROOM
Thursday Sept. 27 12:30 P.M. Luncheon	FUR FASHIONS BY JO COPELAND Fur fashions, designed by Jo Copeland for Harry and Dan Grossman. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.	HARRY & DAN GROSSMAN (333 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 27 2:30 P.M. Cocktails	RESORT AND SPRING DRESS COLLECTION By invitation. Thereafter Mon., Tues., Wed., beginning Mon., Oct. 1-11 at 10:30 A.M. Publicity: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday Sept. 27 2:30 P.M.	OPENING OF RESORT COLLECTION Showings Sept. 27 and 28 at 2:30 P.M. By reservation. Contact: IO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday Sept. 27 7:30 P.M.- 9:30 P.M.	THIRD SEMINAR: DRUG STORE PROMOTION-SALES Speakers: Dr. Paul Olsen, "Recent Trends In Drug Store Sales"; Robert Goldberg, "Changing Face Of Drug Store Packaging"; Bennett Lee, "Problems And Potential Of Drug Store Sales." Prices: \$3.00, members; \$4.50, guests. Publicity: Annette Green Assoc., 101 Park Avenue, MU. 3-5563.	THE FRAGRANCE FOUNDATION	ADVERTISING CLUB N.Y. 23 PARK AVENUE
Thursday Sept. 27 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS AWARD Twentieth annual Award, this year to Donald Brooks of Townley; also special award to Halston of Bergdorf Goodman. Fashion show at 9:00 P.M. By admission ticket only. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Friday Sept. 28	RESORT AND CRUISE COUTURE COLLECTION Informal showings of Countess Alexander's Resort-Cruise collection. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Sept. 29	ROSH HASHONAH (Saturday)--First day of Jewish New Year.		
Sunday Sept. 30 1:15 P.M. Brunch	FALL FASHIONS DURING BRUNCH Fall collection of dresses and separates, designed by Monte Streitfield, available at Altman's. Reservations--\$4.00; contact: Mr. Gabriel, CI. 6-7700. Publicity: Peggy Cantor Assoc., 30 East 37th St., MU. 9-8542.	STREGA, INC. (498 SEVENTH AVENUE)	HAMPSHIRE HOUSE FOUNTAIN ROOM

EARLY SPRING OPENINGS BY LOS ANGELES FASHION GUILD

Sunday Sept. 30- Oct. 2	Sept. 30: 11:00 A.M. Helen Rose; 12:00 Noon, Maxwell Shieff; 2:00 P.M. Elis Porter; 3:00 P.M. Michael Novarese; 4:00 P.M. Jewel; 6:00 P.M. Helga. Oct. 1: 8:30 A.M. Werle; 10:30 A.M. Bettina; 11:30 A.M. Marusia; 1:30 P.M. Travilla; 3:00 P.M. Cahill, Ltd. Oct. 2: 8:30 A.M. Peggy Hunt; 10:00 A.M. Stanley Nelson; 12:00 Noon Georgia Bullock. By appointment beginning Monday, Oct. 1: Adele of California; Mike Anthony; H. Charles; Charles Cooper; Wayne Fuller; Michaelson, Inc.; M. Nadler; Oscar of Beverly Hills. Contact: Barbara Trister, 819 Santee St., Los Angeles, MADison 2-3654.
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Monday Oct. 1 9:45 A.M. Breakfast	PREVIEW: INTERNATIONAL IMPORT FAIR Press preview of the Abraham & Straus international import fair, to be presented throughout store. By invitation. (For Release, Tues., Oct. 2.) Publicity: Eileen Goldburg, TR. 5-0195.	ABRAHAM & STRAUS	4TH FLOOR RESTAURANT
Monday Oct. 1 3:00 P.M. Cocktails	PRESS PREVIEW: RITTER TRANS WORLD FURS TWA will present the premiere showing of Ritter's Trans World fur collection. By invitation. Publicity: Walter Menke, OX. 5-4525.	TRANS WORLD AIRLINES	IDLEWILD AIRPORT T.W.A. FLIGHT CENTER
Monday Oct. 1 6:00 P.M. Cocktails	CRUISE-SPRING FASHIONS IN LOS ANGELES Bud Kilpatrick will preview his Cruise-Spring fashions. By invitation. Contact: Eph Feinberg, BRadshaw 2-1178.	BUD KILPATRICK (2139 STONER AVE.)	BEVERLY HILLS HOTEL LOS ANGELES, CAL.
Tuesday Oct. 2 9:00 A.M. Breakfast	PREVIEW: FASHIONS IN TABLEWARE Press preview establishing official merger of two prestige names in tableware. By invitation. (For Release, Wed., Oct. 3.) Publicity: Hilda Kassell at Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	PLUMMER-McCUTCHEON	3 EAST 57TH STREET
Tuesday Oct. 2 10:30 A.M. Breakfast	OPENING: CRUISE-RESORT SPORTSWEAR Melba Hobson's collection of sportswear and dressy separates. By invitation Continuous daily thereafter at showroom. Contact: Bernice Lewis, WI.7-8178.	MELBA HOBSON FOR MR. GEE	1407 CLUB 1407 BROADWAY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 2 12:00 Noon Cocktails- Luncheon	DIAMONDS-INTERNATIONAL AWARDS LUNCHEON Presentation of awards for diamond jewelry design, chosen from sketches submitted anonymously to selection committee. Cocktails, 12:00 Noon, Empire Room; luncheon, 12:45 P.M., Sert Room. By invitation. Contact: Mildred Kosick, PL. 7-5700.	N.W. AYER & SON, INC.	WALDORF-ASTORIA EMPIRE & SERT ROOMS
Tuesday Oct. 2 4:00 P.M. Cocktails	PREVIEW: RESORT- CRUISE COLLECTION "Parfait Pastels"--preview of McMullen's Resort-Cruise dresses and coordinates. By invitation. Thereafter continuous daily at showroom. Contact: OX. 5-4270.	McMULLEN (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Tuesday Oct. 2 6:30 P.M.- 9:00 P.M.	THIRD SESSION OF FASHION CAREER COURSE Subject: "New Looks Come From Accessories." Speakers: Lester Gaba. Rosalind Gersten, Macy's New York; Catherine Di Montezemolo, "Ladies' Home Journal." Individual session: \$2.75 each. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	UNITED ENGINEERING CENTER (345 E. 47TH ST.)
Tuesday Oct. 2 7:00 P.M.- 11:00 P.M.	THIRD ANNUAL "FORECAST OF FASHION" "Early Party"--Buffet dinner-dance for benefit of The Municipal Arts Society. Chairmen: Mr. Melvin E. Dawley and Mrs. Earl E.T. Smith. By invitation. Public Relations Director: Marilyn Cook, WI. 7-3300.	LORD & TAYLOR	HOTEL PLAZA BALLROOM
Wednesday Oct. 3 10:30 A.M.	OPENING: CRUISE AND SPRING SPORTSWEAR The Mr. Mort Cruise and Spring sportswear collection. By invitation. Contact: Jean MacGregor, OX. 5-4760.	MR. MORT SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday Oct. 3 4:30 P.M. Cocktails	OPENING OF CRUISE COLLECTION Cabana's Cruise collection of beachwear, dresses, and playclothes designed by Ricci Kilsdonk. For press and buyers, by invitation. Continuous daily thereafter at showroom. Contact: Helen Feinstein, WI. 7-0326.	CABANA	1410 BROADWAY SHOWROOM - 17TH FLOOR
Wednesday Oct. 3 6:30 P.M.	CUSTOMER SHOWING: FASHIONS FOR SHORT MEN Publicity: Selma Spanier, LA. 4-7000.	SAKS-34TH	6TH FLOOR NAPOLEON SHOP
Thursday Oct. 4 8:30 A.M. Breakfast	SPECIAL PRINTS FOR CALIFORNIA MARKET "Hats Off To California"--preview of specially designed prints on fabrics woven with Forstel Polyester, created exclusively for the California fashion market. Fashions include sportswear, bathing suits, junior and misses dresses. Show at 9:00 A.M. By invitation. Publicity: Doris Farrant, TN. 7-2000.	CELANESE FIBERS CO.	HOTEL PLAZA GRAND BALLROOM
Thursday Oct. 4 12:00 Noon Luncheon	SPRING 1963- FABRIC MEETING "The Last Word Is Fabric"--Spring 1963 fabrics. Speaker: Constance Woodworth, Women's Editor, N.Y. Journal American. Co-chmn.: Conoldine Burnett, Frederick Atkins; Eve Orton, Harper's Bazaar. Prices: \$8.00, members; \$10.00, guests(color card included). Exhibit--10:00 A.M. to 3:00 P.M.; admission \$1.00 for those not holding luncheon tickets. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 4 4:00 P.M. Cocktails	PREVIEW: RESORT- CRUISE COLLECTION Zacari Ltd. will present their Resort-Cruise collection of sportswear, separates, and pants, designed by Greta Plattry. For press and buyers, by invitation. Thereafter, continuous at showroom, 1410 Broadway, 18th floor. Contact: Kurt Weimer, WI. 7-1322.	GRETA PLATTRY FOR ZACARI LTD.	HOTEL PLAZA
Oct. 5	FALL-WINTER FABIANI FURS, EXCLUSIVE WITH OHRBACH'S IN N.Y. (Release-No Show)		
Friday Oct. 5 11:00 A.M.	PRESS SHOWING: HOLIDAY, B.H. WRAGGE, INC. RESORT AND SPRING Press preview of Wragge's Holiday, Resort, and Spring collection. By invitation. Thereafter Oct. 9, 10, 15, 22 at 11:00 A.M. <u>All showings by invitation.</u> Contact: Margo Krasne, WI. 7-4968.		550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Oct. 8	YOM KIPPUR (Monday)--Jewish Day of Atonement.		
Tuesday Oct. 9 4:00 P.M.	PRESS PREVIEW OF SPORTSWEAR COLLECTION Robert Sloan's Resort-Spring collection of sportswear, dresses, and play-clothes for 1963, designed by Sylvia de Gay. By invitation. Continuous daily thereafter. Publicity: Margaret Hodge, 110 W. 51 St., LT. 1-3260.	ROBERT SLOAN SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Beginning Tuesday Oct. 9	OPENING: CRUISE- SPRING COLLECTION Phelps' collection for Cruise-Spring of separates, dresses, coats, and leather accessories; also Christmas collection. By appointment. Contact: Mrs. Elizabeth Phelps or Mrs. Jean Salmon, Skyland, N.C., Asheville 2-1462; after Oct. 8, MU. 5-7674.	PHELPS	SHERATON RUSSELL HOTEL PARK AVE. & 37TH STREET
Beginning Tuesday Oct. 9	OPENING OF SPRING COLLECTION Complete Spring collection of junior and petite dresses, sportswear, coordinates, knits, suits; also premiere showing of "country looks"--sportswear, junior and petite dresses. Showings also in Merchandise Mart--Dallas, Chicago, Atlanta; 112 W. 9th St., L.A.; and 3830 Kelly Ave., Cleveland. Publicity: Claire Affens, PE. 6-2392.	BOBBIE BROOKS, INC.	1407 BROADWAY ROOM 3902
Wednesday Oct. 10 12:30 P.M. Luncheon	"FASHION SHOW OF THE MONTH" AT LUNCHEON Pattullo-Jo Copeland's Fall collection, available at Bonwit Teller. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 5-1000. Sheraton-East Fashion Director: Mary Alice Rice, PL. 2-5726.	PATTULLO-JO COPELAND (498 SEVENTH AVENUE)	SHERATON-EAST HOTEL BALLROOM
Thursday Oct. 11 11:30 A.M.	PRESS PREVIEW OF IMPORTED FURNITURE Press preview of porcelains, antique and decorative furniture from Europe. By invitation. (<u>For Release, Fri., Oct. 12.</u>) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Thursday Oct. 11 12:30 P.M. Luncheon	LUNCHEON SHOWING OF CUSTOM FASHIONS Custom fashions for Fall and Winter. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, PL. 2-5726.	ELSE FRITZ (36 CENTRAL PARK SO.)	HOTEL PLAZA PERSIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 11 4:00 P.M. Champagne	PREVIEW: CALIFORNIA SPRING KNITS 1963 Preview of Spring knit collection of separates, coordinates, and dresses. For press and buyers, by invitation. Contact: Lynn Smithers or Gerry Ahearn, LO. 5-2442. Publicity: Joy Frizze Hicks, 611 Mission Street, San Francisco, EXbrook 2-8723.	KORET OF CALIFORNIA	1407 BROADWAY SHOWROOM - ROOM 408
Beginning Thursday Oct. 11	OPENING OF RESORT COUTURE FASHIONS Resort couture fashions, designed by Angela. By appointment. Contact: Mr. Landi, JU. 2-1747.	ROSSINO-ANGELA	30 WEST 57TH STREET SHOWROOM - 3RD FLOOR
Monday Oct. 15 8:00 P.M.	OPENING NIGHT OF OPERA SEASON The seventy-eighth season with Giordano's "Andrea Chenier," a revival after two years, with Franco Corelli, Eileen Farrell, and Robert Merrill in leading roles. Publicity: Francis Robinson, PE. 6-1200.	METROPOLITAN OPERA	MET. OPERA HOUSE B'WAY & 39TH STREET
Tuesday Oct. 16 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING COLLECTION Preview for the press of Spring and Summer sportswear. By invitation only. Contact: Joan Van Hoyer, WI. 7-1381.	QUEEN CASUALS (1410 BROADWAY)	HOTEL PIERRE ROOF GARDEN
Tuesday Oct. 16 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Air France will sponsor a luncheon fashion show by Donald Brooks. Gifts: Cabochard by Parfum Gres. Door prizes by Georg Jensen and Monet. Press by invitation. Public by reservation--\$4.75; contact: "Headwaiter," EL. 5-3000. Waldorf Fashion Publicity: Ann Walsh. Coordinator and Commentator: Phyllis Youngheart, PL. 1-0752.	DONALD BROOKS FOR TOWNLEY	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Oct. 17 10:00 A.M.	PREVIEW: RESORT-SPRING IMPORT FASHIONS Preview of Fontana's Resort-Spring import fashions. For press and buyers, by invitation. Contact: Joan Franges, PL. 3-7244. Publicity: Rosemary Sheehan, MU. 5-1280.	FONTANA OF ROME	HOTEL PLAZA WHITE & GOLD SUITE
Wednesday Oct. 17 5:00 P.M. Cocktails	RECEPTION AND FASHION SHOW Showing of newest coiffure designs by M. Jacques Cousty, style director of the Helena Rubinstein Paris Salon de Coiffure. M. Cousty will be present, and on Oct. 26 will create coiffures to be shown with Guy Laroche's fashions at April in Paris Ball. By invitation. Contact: Ann Walsh, EL. 5-2100.	HELENA RUBINSTEIN	655 FIFTH AVENUE LITTLE THEATRE
Tuesday Oct. 23 1:00 P.M.	OPENING OF SPRING COLLECTION Showing of Hannah Troy's Spring dress collection on Oct. 23, 24, 30, 31, Nov. 6, 7 at 1:00 P.M. Contact: Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Oct. 23 2:30 P.M. Cocktails	PREVIEW: SPRING JUNIOR DRESSES For press and resident buyers, by invitation. Beginning Oct. 24-Nov. 1 Mondays through Wednesdays at 2:30 P.M. Publicity: Jeanette Gottlieb, BR. 9-6560.	HAYETTE	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 23 7:00 P.M. Dinner	ANNUAL AWARD DINNER AND FASHION SHOW Annual fashion show and award dinner in honor of Mr. Adam L. Gimbel, President, Saks Fifth Avenue; and the 1962 Textile Award will be received by Mr. M.K. Ryan, Jr., for E.I. Du Pont de Nemours Co. Honorary Chmn.: Jessica Daves, Laura Johnson, Frank Leslie. Reservations: WI. 7-0324.	N.Y.FASHION DESIGNERS, INC.(1457 BROADWAY)	HOTEL AMERICANA ROYAL BALLROOM
Thursday Oct. 25 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING COLLECTION Vera Maxwell's Spring collection. For the press, by invitation. Trade, beginning Tues., Oct. 30 and thereafter Tues., Wed., Thurs., at 12:00 Noon. By appointment. Contact: Judith Morrell, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Monday Oct. 29 11:30 A.M.	SPRING COAT AND SUIT COLLECTION Arthur Jablow's collection, designed by David Kidd. Preview by invitation. Thereafter at 11:30 A.M., Oct. 31, Nov. 6, 8, 12, by appointment. Contact: LA. 4-3404. Publicity: Ruth Hammer Assoc., EL. 5-7872.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday Oct. 29 2:30 P.M.	PRESS PREVIEW: SPRING COATS AND SUITS Preview for press of Spring collection. By invitation. Thereafter, at 11:30 A.M., Oct. 30, Nov. 1, 5, 7, 13. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Monday Oct. 29 3:30 P.M.	OPENING: SPRING JUNIOR COLLECTION Junior Accent's Spring collection, designed by Frank Adams; also showing Tues., Oct. 30 at 11:00. By invitation. Thereafter, continuous daily. Contact: LO. 4-1434.	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday Oct. 30 10:00 A.M.	PREVIEW: SPRING COAT AND SUIT COLLECTION By invitation. Showings at 10:00 A.M., Oct. 31, Nov. 6, 8, 14. Contact: Sally McDonald, LO. 4-3246.	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Oct. 30 2:30 P.M.	OPENING OF SPRING COLLECTION Maurice Rentner's Spring collection, designed by Bill Blass. Showing Oct. 31, Nov. 1, 6, 7, 8, 13, 15 at 2:30. Press showing, Monday, Nov. 5 at 3:00 P.M. By reservation. Publicity: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday Oct. 30 5:00 P.M. Cocktails	PRESS PREVIEW: CRUISE- SPRING COLLECTION Bud Kilpatrick will present his Cruise and Spring collection. Showing 6:00 P.M. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	BUD KILPATRICK	HOTEL PLAZA WHITE AND GOLD SUITE
Wednesday Oct. 31 2:00 P.M.	OPENING: SPRING COATS AND SUITS Harry Frechtel's Spring collection of coats and suits, Oct. 31, Nov. 6, 8, 13, 15 at 2:00 P.M. Contact: Jo MacLeod, PE. 6-1310.	HARRY FRECHTEL, INC.	205 WEST 39TH STREET SHOWROOM - 4TH FLOOR
Wednesday Oct. 31 2:30 P.M.	OPENING OF SPRING COLLECTION Spring collection at 2:30 P.M., Oct. 31, Nov. 6, 8, 14. By invitation. Contact: Muriel Morris or Joanne Jaap, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR

